



Research Notes

Number 105, November 1997

Highlights of the PUBLIC RADIO PROGRAMMING STUDY FISCAL YEAR 1996

by Lisa Nackerud Ryan

The Study

CPB has funded a national study of public radio programming since 1986. The 1996 programming study had participation by 633 stations.

Two-thirds of the stations reported broadcasting 24 hours per day. Ten years earlier in 1986, one-third of the stations were 24-hour stations.

Public Radio Formats

The study measured carriage of 82 formats which were grouped into six music format bases and three talk format bases.

	Percent of Stations		Percent of Weekly Broadcasts	
	1995	1996	1995	1996
Classical Music Base	75%	76%	35%	34%
Jazz Base	86%	86%	17%	16%
World Music Base	78%	76%	4%	4%
Folk Music Base	70%	71%	3%	3%
Pop Music Base	40%	39%	7%	6%
Eclectic Music Base	18%	21%	2%	2%
News and Information Base	95%	94%	28%	29%
Entertainment Base	89%	88%	4%	4%
Targeted Audience Base	45%	45%	2%	3%

Two-thirds of the stations' broadcasts were music based and classical music or jazz described three-fourths of the music broadcasts. Jazz based programming was found on more schedules (86%) than classical base (76%); however, the weekly average of classical music (69 hours) was more than twice the weekly average of jazz (29 hours).

Most of the stations had news and information each week. It was broadcast weekdays by 92 percent of the stations, Saturdays by 84 percent, and Sundays by 82 percent.

Most of the entertainment programming (76%) occurred weekends and nearly half was broadcast on Saturday. Saturday evening at 6 p.m. during PRI's *A Prairie Home Companion*, entertainment carriage peaked with 51 percent of the stations. Earlier in the day, NPR's *Car Talk* and PRI's *Whad'ya Know?* also appeared on many schedules.

	Peak Carriage	
	Hour	Percent of Stations
Classical Music Base	Weekdays, 10 a.m.	54%
Jazz Base	Saturday, 11 p.m.	42%
World Music Base	Sunday, 11 p.m.	27%
Folk Music Base	Saturday, 8 p.m.	21%
Pop Music Base	Saturday, 10 p.m.	15%
News and Information Base	Weekdays, 5 p.m.	80%
Entertainment Base	Saturday, 6 p.m.	51%

The peak carriage of the week for classical music programming occurred weekdays at 10 a.m. when 54 percent of the stations aired classical. The other music formats each reached their highest carriage of the week during weekend evenings.

Weekdays at 5 p.m. the stations were the most likely to have made similar choices in programming: eighty percent were airing news and information.

The broadcast shares have shifted slightly since 1992: the classical music share has decreased and the shares for news and information and other formats have increased.

	Percent of Weekly Broadcasts			
	Classical Music Base	Jazz Base	News & Info.	Other Formats
Spring 1996	34%	16%	29%	22%
Spring 1995	35%	17%	28%	21%
Spring 1994	35%	17%	27%	21%
Spring 1993	36%	16%	27%	21%
Spring 1992	39%	16%	27%	20%

Sources of Programming

All of the stations aired both local and national programming each week. In 1996, the total broadcasts were equally divided between local and national programming. Prior to 1996, local programming had a majority of the week's broadcasts by a slight margin.

	Percent of Stations		Percent of Weekly Broadcasts	
	1995	1996	1995	1996
Local Programming	100%	100%	51%	50%
National Public Radio	88%	84%	23%	22%
Public Radio International	84%	87%	15%	17%
Other National Sources	96%	95%	11%	11%

Public Radio International (PRI) programming was carried by 87 percent of the stations, surpassing the percentage carrying National Public Radio (NPR) programming (84%) for the first time in the study. The stations averaged forty hours per week of NPR programming and thirty hours per week of PRI programming.

Most of the stations (95%) broadcast programming from at least one of the "other national sources." These broadcasts accounted for eleven percent of the total.

Weekdays at 10 a.m. the largest share of the stations (76%) were producing their own programming. Local programming carriage remained high until afternoon drive time began. It accounted for 73 percent of the broadcasts weekdays from 9 a.m. to 4 p.m.

	Peak Carriage	
	Hour	Percent of Stations
Local Programming	Weekdays, 10 a.m.	76%
National Public Radio	Weekdays, 6 a.m.	67%
Public Radio International	Saturday, 6 p.m.	55%
Other National Sources	Saturday, 3 p.m.	30%

NPR's peak carriage occurred weekdays at 6 a.m. during *Morning Edition*. NPR carriage was also high during its evening counterpart, *All Things Considered*.

PRI's carriage reached its height on Saturday evening at 6 p.m. during the live broadcast of Garrison Keillor's *A Prairie Home Companion*. PRI carriage was also strong (30% to 40% of the stations) during the overnights with their three services: *Classical 24*, *BBC World Service*, and *Jazz After Hours*.

Saturday at 3 p.m., when many stations broadcast opera, carriage of other national sources was at its peak (30%).

Format Carriage by Source

Two-thirds of public radio's music programming was locally produced. Classical music (52% of the total music broadcasts) had the smallest share of local productions with national distributors providing nearly half of the broadcasts.

Stations relied on national distributors for most of their news and information and entertainment programming. NPR provided 61 percent of the news and information and PRI provided 47 percent of the entertainment.

	Percent of Weekly Broadcasts			
	Local	NPR	PRI	Other Sources
Classical Music Base	52%	6%	22%	20%
Jazz Base	84%	5%	5%	6%
World Music Base	63%	0%	26%	11%
Folk Music Base	84%	10%	1%	5%
Pop Music Base	91%	0%	9%	1%
Eclectic Music Base	100%	0%	0%	0%
News and Information Base	13%	61%	18%	8%
Entertainment Base	15%	22%	47%	17%
Targeted Audience Base	89%	0%	3%	8%

Targeted audience programming, including ethnic, religious, instructional, and children's programming, was mostly locally produced (89%).

Source Carriage by Format

Local productions were most likely one of three format bases: classical music (35%), jazz (27%), or pop music (12%).

The stations' NPR broadcasts were primarily news and information (82%). The majority of the PRI broadcasts were classical music (44%) and news and information (31%).

	Percent of Weekly Broadcasts			
	Classical Music Base	Jazz Base	News & Info.	Other Formats
Local Programming	35%	27%	7%	31%
National Public Radio	9%	4%	82%	5%
Public Radio International	44%	5%	31%	20%
Other National Sources	58%	8%	21%	13%

Carriage Patterns by Location

Classical music averages were highest in the eastern time zone. Jazz had the highest averages on the coasts and in areas with populations greater than one million. The urban areas also had the highest averages of news and information.

	Average Number of Hours per Week		
	Classical Music Base	Jazz Base	News & Information
<i>Total</i>	69	29	48
<i>Time Zone</i>			
Eastern	79	33	45
Central	72	29	52
Mountain	59	21	42
Pacific	55	30	48
Alaska/Hawaii	22	11	53
<i>Area Population</i>			
less than 100,000	58	22	46
100,000 to 249,999	68	26	50
250,000 to 499,999	74	31	42
500,000 to 999,999	78	28	40
1,000,000 to 2,499,999	89	50	52
2,500,000 or more	50	40	70

Central time zone stations (33% of the stations) had the highest averages of NPR programming and eastern time zone stations (39%) had the most PRI programming.

Carriage Patterns by Budget Size

The stations with the largest budgets broadcast the most news and information, an average of 61 hours per week. They also had higher averages of classical music.

The poorest stations broadcast less news and information and more targeted audience and pop music. Limited resources also corresponded with increased local productions.

	Average Number of Hours per Week		
	Classical Music Base	Jazz Base	News & Information
<i>Individual & Network Flagships</i>	62	35	45
<i>Budget Size</i>			
less than \$300,000	22	36	29
\$300,000 to \$449,999	56	51	28
\$450,000 to \$599,999	56	44	42
\$600,000 to \$749,999	43	35	50
\$750,000 to \$999,999	86	31	39
\$1,000,000 or more	73	30	61

Nationally Syndicated Programming

We found 219 national programs with carriage of at least one percent of the stations in 1996. News and information described the largest share (40%) of the national programs, classical music described 26 percent, entertainment described 15 percent, and jazz described 11 percent.

The top syndicated programs in terms of percentage of stations carrying were as follows in 1996:

National Program	Percent of Stations
<i>All Things Considered</i>	70%
<i>Morning Edition</i>	69%
<i>Weekend Edition Saturday</i>	65%
<i>Weekend All Things Considered</i>	63%
<i>Car Talk</i>	62%
<i>Weekend Edition Sunday</i>	60%
<i>A Prairie Home Companion</i>	52%
<i>The Thistle and Shamrock</i>	43%
<i>Music from the Hearts of Space</i>	41%
<i>Rabbit Ears Radio</i>	41%

The Methodology

National Public Radio's Audience Research department conducted the research. The stations were contacted four times per year and a minimum response rate of ninety percent was achieved each quarter. Participation in the study has grown from 269 stations in 1986 to 633 stations in 1996. The most substantial increase in participation came in 1991 when we expanded the sample to include all stations benefiting from financial assistance from CPB which included the addition of the network repeater stations. The report highlights the findings of the spring quarter survey results.

If you have questions about this study, please contact Janice Jones at CPB. Her telephone number is 202-879-9677 and her e-mail address is jjones@cpb.org. We also welcome any comments or recommendations you may have which would make the data more useful.

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Elementary and Secondary Educational Services of Public Television Grantees Highlights from the 1997 Station Activities Survey

The following is a summary of a variety of K-12 educational services offered by CPB-supported television stations from CPB's annual Station Activities Survey. For analysis purposes, stations are broken into cohorts by license type and budget size.¹

Provision of Instructional Programming to Elementary and Secondary Schools

The 1997 Station Activities Survey asked public television stations whether they provided instructional programming to elementary or secondary schools or other educational institutions during the 1995-96 academic year, and if so, what means were used to deliver the programs to schools. A total of 144, or 81 percent of all stations, provided programming to elementary schools, and nearly as many provided programming to secondary schools (141, or 79 percent of all stations; see chart I). The most popular means of delivery was the full-power broadcast channel, which was used by approximately three out of four stations that provided instructional programming. Separately programmed cable channels were used by 17 percent of stations for both elementary and secondary school programming. ITFS services were less popular, used by only 10 percent of stations to deliver elementary school programming and by 11 percent to deliver secondary school programming.

Stations with small operating budgets were somewhat less likely than average to provide programming to schools; only 71 percent of small budget stations provided

1. Institutional licensees are those licensed to colleges, universities and state and local governments. Small operating budgets are defined as under \$2.5 million; medium operating budgets as \$2.5 to \$6.0 million; and large operating budgets as over \$6.0 million. All data are reported on a licensee basis.

elementary school programming, and 69 percent provided secondary school programming. Larger stations were somewhat more likely to deliver instructional programming via the main broadcast channel (perhaps because large stations were also much more likely than average to provide overnight block feeds of instructional programming on their main channel; see below). There were no significant changes in this area from the 1994-95 school year.

Use of Instructional Programming by Schools

Stations were asked to provide estimates of the number of school districts, buildings and teachers that used the instructional programs they provided (see chart II). Because many stations do not have exact counts available, they were encouraged to provide their best estimates; even so, about ten percent of the stations that provided programming to schools could not answer this series of questions. They have been eliminated from the analysis that follows, and the results should be interpreted with caution.

Public television stations providing programming to schools reported that a median of 39 school districts, 289 school buildings and 6,000 teachers used instructional programs they provided in Fiscal Year 1996. As might be expected, larger stations tended to serve more districts, schools and teachers than smaller stations, and many stations served schools outside their broadcast area. Institutional licensees also served slightly larger numbers. Although the number of teachers using stations' instructional programming ranged from a low of five to a high of 120,000, only sixteen stations reported serving more than 30,000 teachers.

Services to Schools

Stations were asked about a list of 11 services that they may have provided to schools during the academic year 1995-96 (see chart III). Only nine stations, or five percent of the total, reported providing no services at all to schools; the majority of those were small community licensees. The most popular services were providing advance schedules of general audience and instructional programming (provided by 81 percent and 70 percent of grantees, respectively), and previews of instructional programs, provided by 61 percent of grantees. About half of all large stations and institutional licensees (56 percent and 50 percent, respectively) offered interactive distance education. Large stations were far more likely to provide daytime and/or overnight block feeds of instructional programs to schools than smaller stations. The number of stations that offered electronic access to curriculum guides as of January, 1996, increased by almost ten percent (from 23 to 32 percent) from last year; large stations led the way in this area, with 44 percent of large institutional licensees and 46 percent of large community licensees offering electronic access.

National and Other Initiatives

Stations were asked to report on their current and planned participation in a series of educational initiatives (see chart IV). Thirty-four percent of stations reported offering PTV, The Ready to Learn Service on PBS in Fiscal Year 1996, and another 25 percent reported that they plan to introduce the service in FY 1997 or 1998. Other ready to learn services are more popular than PTV, with half of all stations offering them, but are growing more slowly; only 8 percent plan to begin offering a non-PTV ready to learn service in the next two fiscal years. Both types of ready to learn service are most popular among community licensees and larger licensees. In some cases, institutional licensees (especially colleges and universities) may be precluded from offering ready to learn during the day because of licensee-related programming, such as college telecourses, that are difficult to reschedule.

Seventy stations, or 39 percent of the total, reported participating in PBS' Mathline service in Fiscal Year 1996, and another 12 percent plan to begin participation in the next two fiscal years. Large institutional licensees had the highest participation rate at 47 percent.

The number of stations that reported offering instructional services on PBS Online almost doubled (from 17 percent last year to 31 percent) during Fiscal Year 1996. Another 14 percent expect to begin offering such services in FY 1997 or 1998. Thirty-three percent of small community licensees plan to introduce instructional services on PBS Online within the next two fiscal years. Forty-two percent of stations reported offering some other computer on-line educational service besides PBS Online, and a further 17 percent plan to introduce such a service within the next two years. As with PBS Online, the biggest area of planned growth is with small community licensees (37 percent), although there was already a strong presence of such services in FY 1996 in both large community and institutional licensees (63 percent and 56 percent, respectively).

Finally, stations were asked whether they provided utilization support for teachers using technology during FY 1996. Fifty-seven percent reported offering such support, and another 10 percent plan to begin offering it within the next two years. Large stations led the way in this area, with 73 percent offering technology utilization support.

General Equivalency Degree (G.E.D.) Programs

Over half of all stations (52 percent) reported offering a General Equivalency Degree (G.E.D.) program during the 1995-96 academic year. While community licensees were slightly more likely to offer G.E.D. programs than institutional licensees (55

percent versus 49 percent), there was no clear relationship between operating budget size and the operation of a G.E.D. program. Stations that reported offering G.E.D. programs were asked to provide an estimate of the number of students enrolled. More than 22 percent of the stations that offered G.E.D. programs could not answer this question. Data from those stations have been eliminated from the analysis that follows, and the results should be interpreted with caution.

Overall, stations reported a median of 200 G.E.D. enrollees. As might be expected, the number of enrollees increases with station size, ranging from a low of 100 for small stations to a high of 500 for the largest stations. Programs at institutional licensees tended to have more enrollees, with large institutional licensees reporting a median of 650 G.E.D. students.

Enrollment at all stations totalled 50,861. Large institutional licensees accounted for more than half of the total enrollment with 28,432 students.

Conclusions

Clearly, the level of service to education by public television stations of all types is high. While large stations tend to offer more instructional services than smaller ones, very few report providing no instructional services or programming at all. Where trend data or plans for future services are available, they indicate a continued strong commitment to educational services on the part of public television stations across the country.

If you have any questions about these data, please contact Wendy Charlton at 202/879-9672, fax 202/783-1019 or e-mail wcharlton@cpb.org. We also welcome any comments and recommendations about how to make the data more useful to you.

Chart I
Highlights of Public Television Educational Activities from the Station Activities Survey
1995-96 Academic Year
Grantees Offering Instructional Programming to Schools
By License Type and Budget Size

Operating Budget Size	Community Licensees				Institutional Licensees				All Licensees			
	Small	Medium	Large	Total	Small	Medium	Large	Total	Small	Medium	Large	Total
Number of grantees in category	27	27	35	89	24	33	32	89	51	60	67	178
Instructional programming to elementary schools:												
No Programming	7	4	4	15	8	9	2	19	15	13	6	34
Percent of total grantees	26%	15%	11%	17%	33%	27%	6%	21%	29%	22%	9%	19%
Programming on full-power broadcast channel(s)	20	21	29	70	16	21	29	66	36	42	58	136
Percent of total grantees	74%	78%	83%	79%	67%	64%	91%	74%	71%	70%	87%	76%
Programming on separate cable channel(s)	2	5	10	17	5	6	2	13	7	11	12	30
Percent of total grantees	7%	19%	29%	19%	21%	18%	6%	15%	14%	18%	18%	17%
Programming on ITFS channel(s)	0	4	6	10	3	3	2	8	3	7	8	18
Percent of total grantees	0%	15%	17%	11%	13%	9%	6%	9%	6%	12%	12%	10%
Instructional programming to secondary schools:												
No Programming	8	6	3	17	8	9	3	20	16	15	6	37
Percent of total grantees	30%	22%	9%	19%	33%	27%	9%	22%	31%	25%	9%	21%
Programming on full-power broadcast channel(s)	19	20	30	69	16	21	28	65	35	41	58	134
Percent of total grantees	70%	74%	86%	78%	67%	64%	88%	73%	69%	68%	87%	75%
Programming on separate cable channel(s)	2	4	10	16	4	8	2	14	6	12	12	30
Percent of total grantees	7%	15%	29%	18%	17%	24%	6%	16%	12%	20%	18%	17%
Programming on ITFS channel(s)	0	4	7	11	2	4	2	8	2	8	9	19
Percent of total grantees	0%	15%	20%	12%	8%	12%	6%	9%	4%	13%	13%	11%

Note: Operating budget size is defined as follows: Small: Less than \$2.5 million. Medium: \$2.5 to \$6.0 million. Large: Over \$6.0 million.

Chart II
Highlights of Public Television Educational Activities from the Station Activities Survey
Fiscal Year 1996
Number of School Districts, Buildings and Teachers Utilizing Programming
By License Type and Budget Size

Operating Budget Size	Community Licensees				Institutional Licensees				All Licensees			
	Small	Medium	Large	Total	Small	Medium	Large	Total	Small	Medium	Large	Total
Number of grantees in category	27	27	35	89	24	33	32	89	51	60	67	178
Median number of school districts served	14	26	87	36	28	32	96	43	22	33	107	39
Number of grantees reporting on districts	20	23	30	73	16	23	30	69	36	46	60	142
Percent of total grantees	74%	85%	86%	82%	67%	70%	94%	78%	71%	77%	90%	80%
Median number of school buildings served	103	232	500	232	118	230	879	340	125	242	800	289
Number of grantees reporting on buildings	19	21	27	67	15	24	30	69	34	45	57	136
Percent of total grantees	70%	78%	77%	75%	63%	73%	94%	78%	67%	75%	85%	76%
Median number of teachers served	1635	5000	15000	6000	2750	5150	18000	6300	1539	7000	18538	6000
Number of grantees reporting on teachers	19	21	27	67	15	22	29	66	34	43	56	133
Percent of total grantees	70%	78%	77%	75%	63%	67%	91%	74%	67%	72%	84%	75%

Note: Operating budget size is defined as follows: Small: Less than \$2.5 million. Medium: \$2.5 to \$6.0 million. Large: Over \$6.0 million.

Chart III
Highlights of Public Television Educational Activities from the Station Activities Survey
1995-96 Academic Year
Grantees Providing Services to Schools
By License Type and Budget Size

Operating Budget Size	Community Licensees				Institutional Licensees				All Licensees			
	Small	Medium	Large	Total	Small	Medium	Large	Total	Small	Medium	Large	Total
Number of grantees in category	27	27	35	89	24	33	32	89	51	60	67	178
No services provided	4	0	2	6	1	2	0	3	5	2	2	9
Percent of total grantees	15%	0%	6%	7%	4%	6%	0%	3%	10%	3%	3%	5%
Previews of instructional programs	10	21	23	54	7	23	25	55	17	44	48	109
Percent of total grantees	37%	78%	66%	61%	29%	70%	78%	62%	33%	73%	72%	61%
Advance schedules of general audience programs	21	24	31	76	17	23	28	68	38	47	59	144
Percent of total grantees	78%	89%	89%	85%	71%	70%	88%	76%	75%	78%	88%	81%
Advance schedules of instructional programs	16	20	26	62	14	21	28	63	30	41	54	125
Percent of total grantees	59%	74%	74%	70%	58%	64%	88%	71%	59%	68%	81%	70%
Interactive distance education	6	9	14	29	11	16	22	49	17	25	36	78
Percent of total grantees	22%	33%	40%	33%	46%	48%	69%	55%	33%	42%	54%	44%
Tape lending library	10	8	17	35	9	11	12	32	19	19	29	67
Percent of total grantees	37%	30%	49%	39%	38%	33%	38%	36%	37%	32%	43%	38%
Tape dubbing	9	15	22	46	15	13	17	45	24	28	39	91
Percent of total grantees	33%	56%	63%	52%	63%	39%	53%	51%	47%	47%	58%	51%
Electronic access to curriculum guides	3	8	16	27	4	12	14	30	7	20	30	57
Percent of total grantees	11%	30%	46%	30%	17%	36%	44%	34%	14%	33%	45%	32%
Teacher and/or student awards programs	6	16	20	42	3	9	11	23	9	25	31	65
Percent of total grantees	22%	59%	57%	47%	13%	27%	34%	26%	18%	42%	46%	37%
Daytime block feeds of instructional programs	10	9	15	34	6	15	20	41	16	24	35	75
Percent of total grantees	37%	33%	43%	38%	25%	45%	63%	46%	31%	40%	52%	42%
Overnight feeds of instructional programs	4	11	20	35	3	10	17	30	7	21	37	65
Percent of total grantees	15%	41%	57%	39%	13%	30%	53%	34%	14%	35%	55%	37%
Other Services	6	11	12	29	0	10	10	20	6	21	22	49
Percent of total grantees	22%	41%	34%	33%	0%	30%	31%	22%	12%	35%	33%	28%

Note: Operating budget size is defined as follows: Small: Less than \$2.5 million. Medium: \$2.5 to \$6.0 million. Large: Over \$6.0 million.

Chart IV
Highlights of Public Television Educational Activities from the Station Activities Survey
Grantees Offering Instructional Programming to Schools
By License Type and Budget Size

Operating Budget Size	Community Licensees				Institutional Licensees				All Licensees			
	Small	Medium	Large	Total	Small	Medium	Large	Total	Small	Medium	Large	Total
Number of grantees in category	27	27	35	89	24	33	32	89	51	60	67	178
Services provided in Fiscal Year 1996:												
PTV, The Ready to Learn Service on PBS	5	12	19	36	3	9	12	24	8	21	31	60
Percent of total grantees	19%	44%	54%	40%	13%	27%	38%	27%	16%	35%	46%	34%
Other ready to learn services	12	16	24	52	9	10	18	37	21	26	42	89
Percent of total grantees	44%	59%	69%	58%	38%	30%	56%	42%	41%	43%	63%	50%
PBS Mathline	8	10	16	34	3	16	17	36	11	26	33	70
Percent of total grantees	30%	37%	46%	38%	13%	48%	53%	40%	22%	43%	49%	39%
PBS Online	5	6	15	26	4	11	15	30	9	17	30	56
Percent of total grantees	19%	22%	43%	29%	17%	33%	47%	34%	18%	28%	45%	31%
Other computer on-line educational services	5	8	22	35	9	12	18	39	14	20	40	74
Percent of total grantees	19%	30%	63%	39%	38%	36%	56%	44%	27%	33%	60%	42%
Utilization support for teachers using technology	10	16	27	53	8	19	22	49	18	35	49	102
Percent of total grantees	37%	59%	77%	60%	33%	58%	69%	55%	35%	58%	73%	57%
Services planned for Fiscal Year 1997 or 1998:												
PTV, The Ready to Learn Service on PBS	10	9	7	26	6	6	6	18	16	15	13	44
Percent of total grantees	37%	33%	20%	29%	25%	18%	19%	20%	31%	25%	19%	25%
Other ready to learn services	5	3	2	10	2	2	1	5	7	5	3	15
Percent of total grantees	19%	11%	6%	11%	8%	6%	3%	6%	14%	8%	4%	8%
PBS Mathline	4	3	7	14	0	5	3	8	4	8	10	22
Percent of total grantees	15%	11%	20%	16%	0%	15%	9%	9%	8%	13%	15%	12%
PBS Online	9	6	2	17	3	5	0	8	12	11	2	25
Percent of total grantees	33%	22%	6%	19%	13%	15%	0%	9%	24%	18%	3%	14%
Other computer on-line educational services	10	5	3	18	4	7	2	13	14	12	5	31
Percent of total grantees	37%	19%	9%	20%	17%	21%	6%	15%	27%	20%	7%	17%
Utilization support for teachers using technology	5	2	0	7	2	8	1	11	7	10	1	18
Percent of total grantees	19%	7%	0%	8%	8%	24%	3%	12%	14%	17%	1%	10%

Note: Operating budget size is defined as follows: Small: Less than \$2.5 million. Medium: \$2.5 to \$6.0 million. Large: Over \$6.0 million.

Chart V
Highlights of Public Television Educational Activities from the Station Activities Survey
1995-96 Academic Year
Grantees Offering General Equivalency Degree (G.E.D.) Programs
By License Type and Budget Size

Operating Budget Size	Community Licensees				Institutional Licensees				All Licensees			
	Small	Medium	Large	Total	Small	Medium	Large	Total	Small	Medium	Large	Total
Number of grantees in category	27	27	35	89	24	33	32	89	51	60	67	178
Number of grantees offering G.E.D. program	14	18	17	49	8	14	22	44	22	32	39	93
Percent of total grantees	52%	67%	49%	55%	33%	42%	69%	49%	43%	53%	58%	52%
Median enrollment in G.E.D. program	155	95	448	200	41	85	650	176	100	91	500	200
Total enrollment in G.E.D. program	3,325	6,875	8,294	18,494	308	3,627	28,432	32,367	3,633	10,502	36,726	50,861

Median and total enrollments exclude data for 23 grantees that offered G.E.D. programs but were unable to provide enrollment figures.

Note: Operating budget size is defined as follows: Small: Less than \$2.5 million. Medium: \$2.5 to \$6.0 million. Large: Over \$6.0 million.

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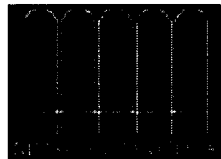

Maine PBS

Our television broadcast schedule consists of programs from PBS, regional public TV consortia, syndicators, independent producers, and the programs we produce here in Maine. To find out more about our *local programs*, select any of the program logos below



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What's On TV?

<p>LOCAL LINKS</p> <p><u>The Ideas Network</u></p> <ul style="list-style-type: none"> ■ Program Notes ■ Receive Notes by EMail ■ Station Schedules <p><u>The NPR News and Classical Music Net</u></p> <ul style="list-style-type: none"> ■ Classical Listings ■ Folk Listings ■ Station Schedules <p><u>WPR Produced National Programs</u></p> <ul style="list-style-type: none"> ■ Michael Feldman's Whad'Ya Know? ■ Zorba Paster On Your Health ■ To The Best Of Our Knowledge ■ Calling All Pets <p><u>WPR Produced Wisconsin Programs</u></p> <ul style="list-style-type: none"> ■ Chapter A Day ■ Higher Ground with Jonathan Overby ■ Hotel Milwaukee ■ Simply Folk ■ Sunday Afternoon Live from the Elvehjem <p><u>About WPR</u></p> <ul style="list-style-type: none"> ■ Mail and Email Us ■ Contact Us By Phone ■ Career Opportunities <p><u>The Audio Store</u>®</p>	<p align="center">WISCONSIN PUBLIC RADIO</p> <p align="center">Search Our WebSite Check Our Program Index</p> <p><u>Impeachment Trial coverage prompts "Chapter A Day" Change</u></p> <div data-bbox="570 411 691 569">  <p>Pres. Clinton</p> </div> <p><u>***** WPR continues coverage of Senate Impeachment Trial on Saturday, January 23rd and Monday, January 25th.</u></p> <p><u>1998 Wisconsin Family Read-In Booklist is available here!</u></p> <div data-bbox="1032 600 1195 747">  </div> <p><u>WISCONSIN PUBLIC RADIO</u>  <u>WPR Announces 1999 Neale/Silva Young Artists' Competition</u></p> <p><u>Metropolitan Opera returns to Music Service starting November 28th</u></p> <div data-bbox="967 947 1187 1104">  </div>	<p>NATIONAL LINKS</p> <p><u>Other Programs Carried By WPR</u></p> <ul style="list-style-type: none"> ■ A Prairie Home Companion ■ All Things Considered ■ All Things Considered - Weekends ■ As It Happens ■ Car Talk ■ Family Talk with Sylvia Rimm ■ The Metropolitan Opera ■ Morning Edition ■ The People's Pharmacy ■ Pipedreams ■ Riders' Radio Theater ■ Schickele Mix ■ Sound Money ■ Talk of the Nation ■ Talk of the Nation - Science Friday ■ Tent Show Radio ■ Weekend Edition - Saturday ■ Weekend Edition - Sunday ■ WestCoast Live! <p align="center"><u>npr</u> National Public Radio</p> <p align="center"> Public Radio International</p> <p align="center"><u>Related Web Sites</u></p>
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You can E-Mail comments about our programming directly to:
 The Ideas Network: Joy Cardin at Cardin@vilas.uwex.edu
 The NPR News & Classical Music Network: Bill Lutes at Lutes@vilas.uwex.edu

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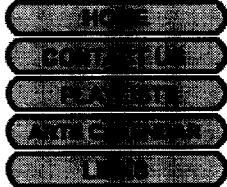
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South Carolina Educational Radio Network

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SCHEDULES

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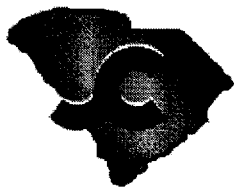
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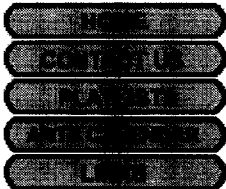
SC ERN
PRODUCTIONS





South Carolina Educational Radio Network

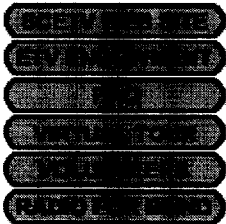
Programs Produced for WSCI



SCHEDULES



SC ERN PRODUCTIONS



Blues in the Night

Conversations

Erwin Music

International By-line

The Kitchen Sink

La Noche Latina

Roots Music Karamu

South to Louisiana

Swingtime

Vintage Country

Who Do You Know?

EXHIBIT 4
JOINT COMMENTS OF NPR, APTS AND CPB

FM TRANSLATORS LICENSED TO CPB GRANTEES IN EACH STATE

<u>State</u>	<u>Number of FM Translators licensed to CPB Grantees</u>
Utah	182
Oregon	113
California	105
Colorado	90
Alaska	77
New Mexico	66
New York	59
Idaho	54
Washington	47
South Dakota	45
Pennsylvania	42
Nevada	40
Wyoming	39
North Carolina	37
Montana	36
Arizona	33
Kansas	28
Nebraska	22
North Dakota	22
Virginia	22
Oklahoma	19
Texas	18
Georgia	16
Iowa	16
Kentucky	14
West Virginia	14
Hawaii	13
Minnesota	13
New Jersey	12
Connecticut	11
Ohio	11
Maine	10
Michigan	10
Florida	9
Wisconsin	9
Arkansas	6
Illinois	6

<u>State</u>	<u>Number of FM Translators licensed to CPB Grantees</u>
Missouri	6
New Hampshire	4
Vermont	4
Indiana	3
Mississippi	3
Louisiana	2
Massachusetts	2
Rhode Island	1
South Carolina	1
Tennessee	1

EXHIBIT 5
JOINT COMMENTS OF NPR, APTS AND CPB

Memorandum

To: Doug Weiss

From: Jerry Ostertag

Date: September 18, 1998

Subject: Analysis of Impact of Elimination of Translators

Attached is a list of all noncommercial transmitters and translators in the United States, with the exceptions of American Samoa, Guam, and the Virgin Islands, for which data is not yet available. I have analyzed these to determine the potential affect of the loss of all translators following conversion of transmitters to digital capability. For this purpose only CPB-qualified stations were considered. Here are the total populations:

	Total Non-commercial	CPB-qualified
Transmitters	363	357 (inc. AS, GU, VI)
Transmitters in this analysis	354	354 (exc. AS, GU, VI)
Translators	921	921 (exc. AS, GU, VI)
Translators in this analysis	921	921 (exc. AS, GU, VI)
Licensees		176 (inc. AS, GU, VI)

Both total and exclusive unduplicated populations are available for each transmitter and translator in the contiguous U.S. Population figures used are from the 1990 U.S. Census, and reflect the Grade B contour of each transmitter or translator. Translator populations are referred to by the FCC as secondary. In Alaska, Hawaii, and Puerto Rico, unduplicated populations were not available, and this applied to a total of 9 transmitters and 99 translators.

Total population served by all 354 full-power CPB-qualified stations	564,565,549
Unduplicated population served by all 354 stations	71,508,045
Total population served by all 921 translators	12,085,306
Unduplicated secondary population served by all 921 translators	2,551,714

This last figure is the *total minimum number of U.S. citizens who would lose all over-the-air access to public television if all translators were lost.*

Of the secondary population served by all 921 translators of 12,085,306, populations served by individual translators range from a low of only one to a high of 410,242.

- **Some communities of significant size are served by translators:**
 - There are 32 translators that each serve populations of 100,000 or more.
 - There are 26 translators that each serve populations of between 50,000-99,999.
 - Another 133 translators that serve populations of between 10,000-49,999.

That means only 191 translators, or 21% of the total, serve 10,815,119 people, or 89% of all people served by translators.

- **There are some surprisingly small communities served by translators:**
 - Five translators serve only one person each, according to the FCC.
 - Exactly 100 translators each serve fewer than 100 persons, and a total of 4030.
 - Another 133 serve 100-499 persons, and a total of another 37,667 people.

But these communities include populations that the FCC considers duplicated, or served by a full-power station in some form. It includes urban populations which may require a translator to put an adequate signal into a shadowed area or to overcome extreme multipath.

- **More important are the areas with unduplicated populations, the 2,551,714 people who will lose all access to a public television signal if translators are lost.**

- There are two translators which serve unduplicated populations of 100,000 or more, and a total of 229,785. They are Bakersfield and Wichita Falls.
- There are another nine translators serving unduplicated populations of 50,000-99,999, and a total of 573,627 people. They are: Mansfield, OH, Hattiesburg, MS, Lawton, OK, Santa Barbara, CA, Jamestown, NY, Sterling, IL, Casper, WY, Flagstaff, AZ, and Williamsport, PA.

These largest eleven have nothing apparent in common. No licensee operates more than one. All are in different states.

- There are another 49 translators which serve unduplicated populations of 10,000-49,999, for a total of an additional 1,121,588 people. Of these there are some common licensees, and when considered as a group with the eleven which serve even larger audiences, some patterns begin to emerge.
- The sixty largest translators serve a total of 1,925,000 unduplicated people, or more than 75% of the total unduplicated population served by translators. These populations are scattered among 23 states. The largest populations are in eight states:

CA	307,233	OH	155,009
OK	180,647	NM	149,695
AZ	174,642	WY	103,673
NY	158,387	TX	103,563

These eight states total 1,332,849 people, or 53% of those who would lose their public television service due to the loss of translators.

- The sixty largest translator populations are served by 41 licensees, however *only fifteen licensees in eleven states account for 65%, or 1,258,723 people, of the unduplicated population that would lose public television without translators.* They are:

	ST	Licensee	Affiliation	Unduplicated Population
1	OK	Oklahoma Educational Television Authority	KETA/KWET	180,647
2	AZ	Arizona State University	KAET	133,388
3	CA	Valley Public Television, Inc.	KVIE	126,222
4	TX	Wichita Falls Educ Translator	KERA	103,563
5	CA	Community Television of Southern California	KCET	94,345
6	OH	Ohio State University	WOSU	79,421
7	MS	Mississippi Authority for Educational Telev.	WMAH	70,400
8	NY	WSKG Public Telecommunications Council	WSKG	64,526
9	IA	Iowa Public Broadcasting Board	KIIN	62,965
10	NY	Western New York Public Broadcasting Assn.	WNED	60,855
11	IL	Black Hawk College	WQPT	59,930
12	NM	New Mexico State University	KRWG	59,167
13	WY	Casper Community College District	KCWC	58,916
14	PA	Bastet Broadcasting, Inc.	WVIA	52,267
15	NM	Regents of the University of New Mexico	KNME	52,111
				1,258,723

Of these fifteen, seven are either institutional or school board licensees.

- On the smaller side, there are 79 translators that serve fewer than 100 people, and a total of 2,756. In fact, 19 of these translators serve unduplicated populations in single digits.
- **How many translators are used to fill in holes in a primary transmitter's service area?**

To date CPB is unable to locate data that enables us to determine definitively whether a translator is used to fill in areas of poor or no reception within a transmitter's Grade B contour, or is used to extend a transmitter's reach.

However, some inferences can be made from the difference between the total population served by a translator and the unduplicated population.

There are 323 translators which serve 7,337,854 people, *yet serve no listed unduplicated population.* Bearing in mind that the technical FCC definition of duplicated population may not match the reality of local conditions for reception, one can presume that these translators would not have been built without a genuine need. *This suggests that well over half— 61% —of people served by translators are in areas that are probably considered service needed to fill in existing holes in analog transmission coverage.*

- While difficult to quantify, the communities served by these 323 translators tend to be in areas where natural topography plays a significant role in reception of a terrestrial signal, including Utah, Oregon, Colorado, California, North Carolina, and Idaho. In fact, these six states have 191— 60% —of those translators which have no unduplicated population as defined by the FCC. They serve 2,999,932 people, or 25% of all who are served by translators, who technically can access over-the-air public television from another source.
- In seven of the most populous states—New York, New Jersey, Pennsylvania, Ohio, Indiana, Georgia and Florida—with only 39 translators another 2,684,849 people, or 22% of all who are served by translators, are in the same situation.

Which stations would be left with holes in their coverage areas and lose the most viewers? There are 21 grantees who would lose 100,000 or more, and total 5,862,134 people, or almost half of the total population served by translators. These stations have anywhere from one to 49 translators, and a total of 177. Given the size of the populations served, this appears to be a significant strategy at these 21 stations even if only one translator is needed to accomplish it:

Grantee	Secondary Population	Translators
KRMA, Denver	503,872	17
KBDI, Boulder	454,321	4
North Carolina Network	424,425	21
WNEO/WEAO, Akron	410,242	1
New Jersey Network	387,496	5
Georgia Network	369,230	7
WCNY, Syracuse	361,576	3
WBGU, Bowling Green OH	326,461	1
KCET, Los Angeles	318,502	5
West Virginia Network	302,901	4
Oregon Public Broadcasting	285,297	20
KUED/KULC, Salt Lake City	284,322	49
Maine Public Broadcasting	242,612	2
WVIA, Scranton	202,429	5
WMHT/WMHQ, Schenectady	186,767	3
Idaho Network	171,193	12
KPBS, San Diego	159,749	2
WITF, Harrisburg	139,057	2
WVPT, Harrisonburg	118,502	1
WCVE et al, Richmond	107,200	8
KSPS, Spokane	105,980	5
21	5,862,134	177

In addition there are several more stations which appear to have employed this strategy and show significant populations aggregated through aggressive use of translators:

Grantee	Secondary Population	Translators
KSYS, Medford	97,582	15
KBYU, Provo	83,283	21
KIXE, Redding	24,071	10
3	204,936	46

In summary:

- It appears conservative to assume that if all translators were lost following digital conversion, at minimum 2,551,715 people in the contiguous U.S. would lose all over-the-air public television service.
- In addition, it is likely that some undetermined percentage of the remaining 9,533,592 people served by translators would also be unable to receive any over-the-air public television service, and perhaps as many as the 7,337,854 who appear to be in shadow areas of a primary transmitter.